



NEWS

MUSIC AND ARTS LIFE

NPR PODCASTS

On Demand Listening, Unparalleled Engagement



NPR PODCASTS

NPR is the #1 podcast publisher in America, with 8 of the top 20 podcasts

- Downloaded by 11.3 million unique podcast users [each month](#)
- Included in several “Year End” lists, including [The New York Times](#), [The Atlantic](#), [Inc.](#), [Vulture](#), and earned 6 spots in the iTunes Best of 2016
- NPR podcast users have increased 38% year over year

Podcast Sponsorship Opportunities

- NPR podcast sponsorship opportunities include :15 pre-roll or :30 mid-roll
- Select programs include :30 mid-rolls read by podcast hosts, incorporate the character of individual programs
- [Hear sample audio](#)





NPR LEADS PODTRAC PODCAST AUDIENCE RANKER

Largest podcast audience of any publisher with **11.3 million** monthly users

PODCAST INDUSTRY RANKING HIGHLIGHTS TOP 10 PODCAST PUBLISHERS US AUDIENCE: APRIL 2017				
RANK	PODCAST PUBLISHER	US UNIQUE MONTHLY AUDIENCE	GLOBAL UNIQUE STREAMS & DOWNLOADS	ACTIVE SHOWS
1	NPR	11,357,000	79,114,000	36
2	This American Life/Serial	9,545,000	51,130,000	4
3	WNYC Studios	6,760,000	34,747,000	45
4	HowStuffWorks	3,919,000	31,051,000	13
5	Radiotopia	2,982,000	14,420,000	17
6	New York Times	1,985,000	10,571,000	9
7	CBS	1,774,000	12,300,000	433
8	American Public Media	1,591,000	6,502,000	37
9	WBUR	1,406,000	6,255,000	14
10	The Moth	1,295,000	4,311,000	1



CUSTOM AUDIO OPPORTUNITIES

NPR podcasts feature unique opportunities to showcase custom sponsor messaging

- High-quality, custom messages will be expertly produced in-house by NPR, the leader in digital audio storytelling
- With 93% of NPR podcast listeners consuming most or all of a podcast, sponsor custom messages will connect with NPR's highly engaged podcast audience

Custom Audio Sponsorship Opportunities

- **Host-read Mid-roll:** Messages of up to :30 read by podcast hosts, incorporate the character of individual programs. [Experience the audio](#)
- **Soundscape Mid-roll:** Integrate sponsor's content into a mid-roll, such as a message from the CEO or a part of the brand story. [Experience the audio](#)
- **Podcast Halo in NPR Player:** Podcast Halo placement includes a custom audio promo paired with co-branded 300×600 banner inviting users to listen to the podcast. [Experience the audio](#)



Podcast Halo in NPR Player



“NPR, which has long been in the entertainment-journalism business, produces expertly done shows that are available in podcast form, and it often dominates the genre.” –The New Yorker

11.3M

unique monthly podcast
audience

79M

total monthly podcast
streams

76%

of NPR podcast listeners hold
a more positive opinion of a
company when they find out
it supports NPR

59%

of NPR podcast listeners pay
more attention to NPR
podcast sponsor messages
than they do to ads in other
media or places

76%

of NPR podcast listeners have
taken action in response to a
sponsorship announcement in
an NPR podcast



PRAISE FOR NPR PODCASTS

“Podcasts are becoming (or already are) the way millennials listen to the radio.”

Mic.com

“It’s hard to stray very far in the podcasting world without stumbling upon a programme by NPR.”

Telegraph

“NPR has consistently been one of the most popular podcast providers in the iTunes Store.”

MacWorld

Top 10 Podcasts To Feed Your Brain And Ease Your Commute
Business Insider

Best New Podcasts of 2015
International Business Times

This Week’s Best Podcasts
Telegraph

5 Podcasts Every Millennial Should Listen To
Mic.com

NYC’s Top Ten Podcasts
Time Out New York

The Only Things You Should Read, Watch & Do This Week
Outside Online





SAMPLE SPONSOR COPY FOR NPR PODCASTS

Support for NPR Podcasts Comes From...

- **Squarespace**, who believes it's never been more important to make a great impression online. Squarespace provides everything you need to create your own website, including customizable designs and 24/7 support. Learn more at Squarespace dot com, promo code N-P-R.
- **Lumosity**. Lumosity dot com, dedicated to helping people feel sharper, think faster, and remember more with neuroscience based workouts that challenge your brain. Start training for free at Lumosity dot com.
- **LOYAL3**, the easy and affordable way for everyone to buy stock in their favorite companies. See if your favorite company is on board for fee-free investing, and become an owner in 3 easy steps. More at Loyal 3 dot com.
- **Match.com**, for singles to create dating profiles and meet others with common interests. Learn more at Try Match dot com. Use promo code NPR for a free trial.
- **Netflix**, with instant streaming – thousands of TV episodes and movies for viewing on a computer or mobile device. Free 30-day
- Support for this podcast comes from **Chipotle**. They believe that some things out there are just a mystery, like “What is guanylate?” and “Why does it end up in typical fast food chicken?” They don’t have a clue because at Chipotle, they don’t guanylate their chicken. They marinate it. Chipotle. Mystery-free.



FRESH TITLES, UNMATCHED CONTENT



How I Built This

Guy Raz, host of *TED Radio Hour* brings you the stories of the innovators behind some of the fastest-growing companies in the world – Uber, Vice, Warby Parker and more. Ranked among iTunes' most downloaded podcasts each week.

[Preview show](#)



1A

New to NPR's lineup, *1A* is a daily radio program and podcast hosted by Joshua Johnson – a smart, fresh voice with curiosity and empathy. The show convenes essential conversation about today's most important issues from politics, culture and technology, delivering a mix of topics and analysis inspired by the news.

[Preview show](#)



Code Switch

In 2016, NPR's *Code Switch* blog expanded from “required reading” to a “must-listen podcast, named one of *The New York Times*' “Best New Podcasts of 2016.” this podcast features “courageous conversations about race, society and culture.” ([The Guardian](#)).

[Preview show](#)



NPR Politics Podcast

NPR Politics Podcast combines sharp analysis and witty commentary into thought-provoking coverage that listeners won't find anywhere else. NPR Politics Podcast was named #3 on the top 10 top 10 podcasts of 2016, according to Vulture

[Preview show](#)



REPRESENTING NPR ACROSS PLATFORMS





IN THEIR OWN WORDS

Quotes from NPR Listeners on the NPR Experience

“NPR podcast sponsorships are an effective way to communicate with me.”

“It’s a conversation starter. I find so often that I’ll say ‘I heard on NPR the other day.’”

“They appeal not only to intelligence but your sense of wonder.”

“I strongly value NPR podcasting. And I’m grateful towards sponsors and NPR for making podcasting available.”

AUDIENCE PROFILES

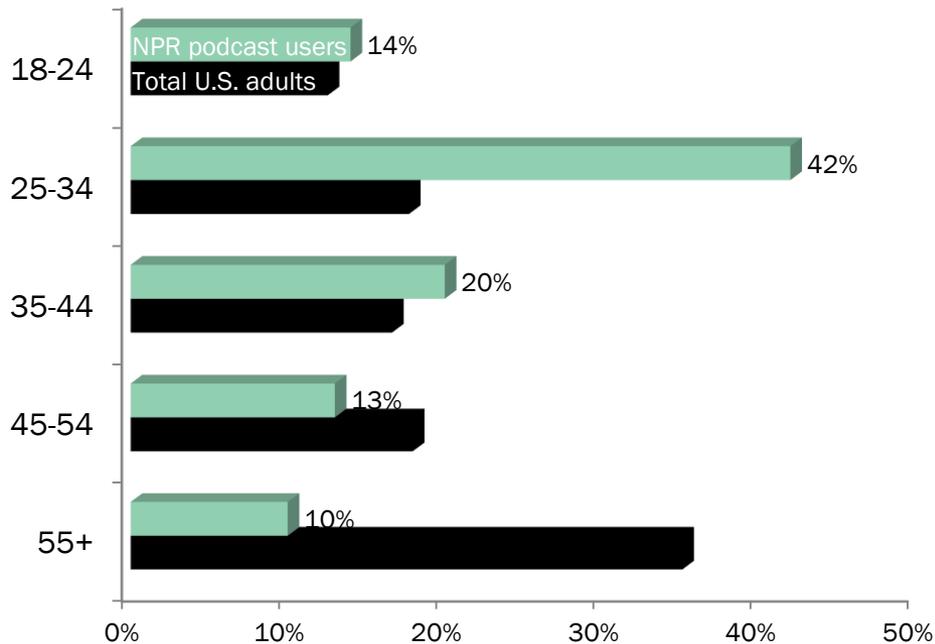
Targeted Reach to Key Audiences



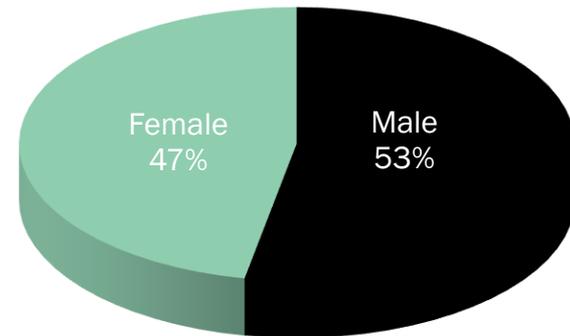
NPR PODCAST USER DEMOGRAPHICS

Median Age of NPR Podcast Users is 33

Age



Gender



56% of podcast users are under age 35



NPR PODCAST USERS PROFILE

Largely Affluent

- The median HHI of NPR podcast users is \$84,074
- 58% have HHI of \$75,000 or more

Highly Educated

- 86% hold a Bachelor's degree or higher
- 39% have post-graduate education

Business Influencers

- 80% are employed full-time
- 30% hold executive/managerial positions
- 49% participate in business purchase decisions

Podcast Users Take Action

Among those who recalled hearing any movie sponsor in an NPR podcast:

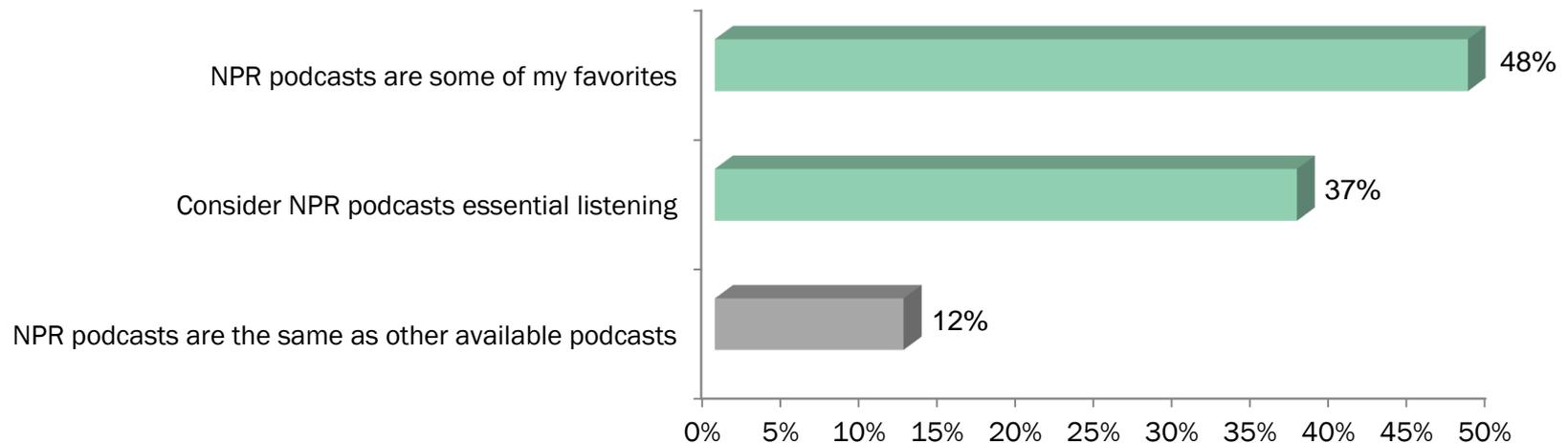
- 56% visited a sponsor's website
- 50% considered a new product or service
- 21% recommended a product or a service to other



DEEPLY LOYAL TO NPR PODCASTS

NPR Podcast Listeners Strongly Prefer NPR Podcasts

Listeners prefer NPR podcasts over others:

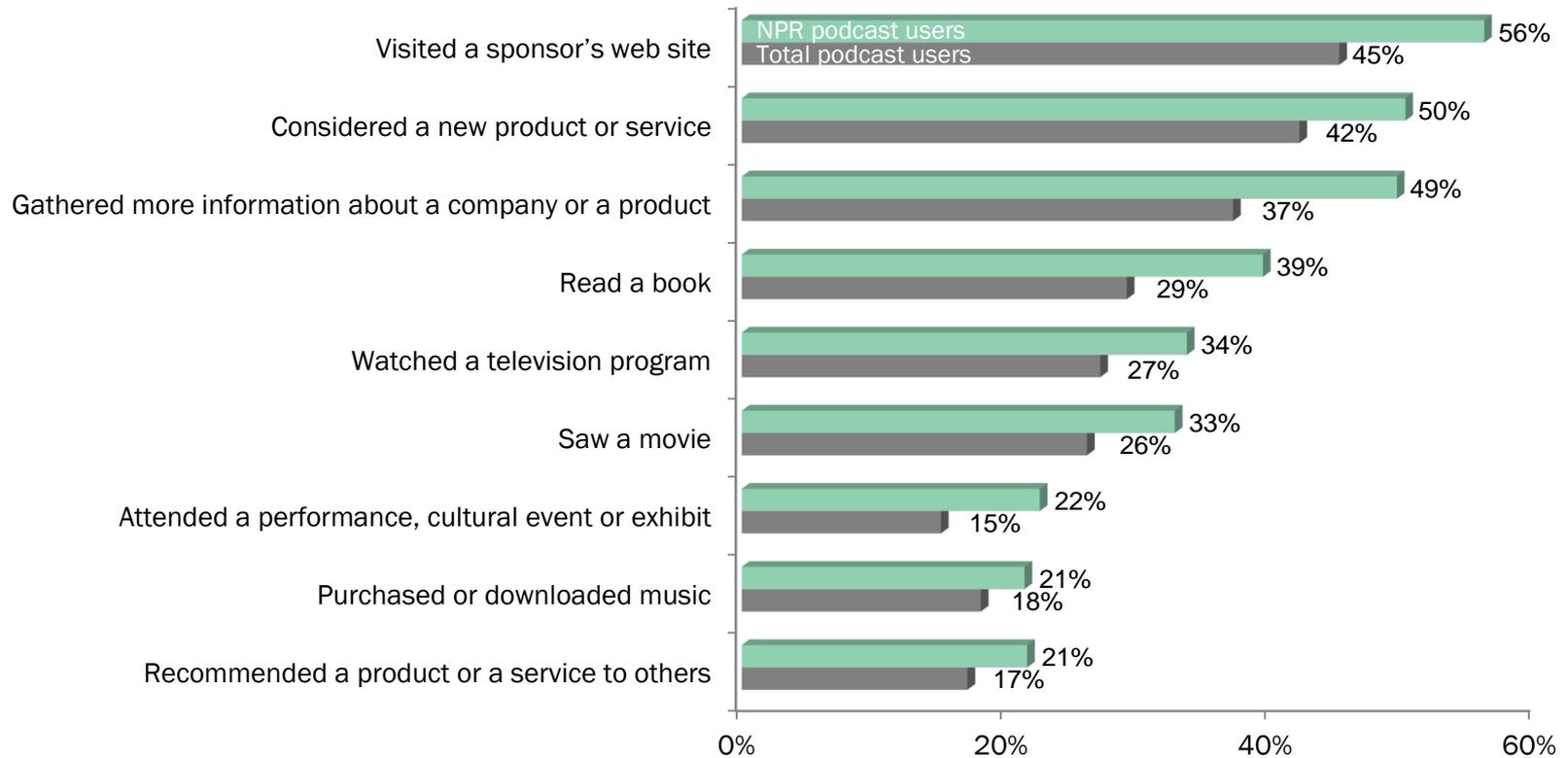


More than half of all monthly podcast users have listened to an NPR podcast in the past month.

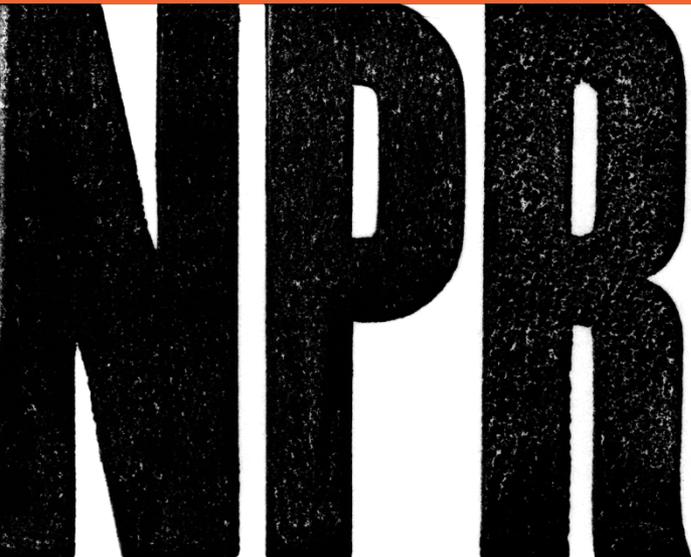


STRONGLY INFLUENCED BY NPR

As a result of listening to a sponsorship announcement in an NPR podcast, NPR podcast users have:



Sources: NPR Podcast User Surveys, Spring 2016 compared to IAB-Edison Research Podcast Advertising Study, August 2016. Percentages for all podcast users are in response to the question "Which, if any of the following actions have you taken as a result of sponsorship or advertising you have heard in the podcast you enjoy?"



CONTACT

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